



Pandemic – Building a 90 Day Plan April 21, 2020

New Chamber Leadership Training Series - Responding to the Pandemic

- Tuesdays
- 9 – 10 am
- ZOOM Meeting
- Hosted and sponsored by Treebranch Group Marketing & Hosting
- Facilitated by Liz League & Todd Popham
- Format:
 - 10 Minute Chamber Update
 - Crisis Leadership Skills - Managing Yourself, Team, and Business
 - Client/Employee Best Practices Sharing - What is Working?
 - Takeaways - Fresh Ideas, Positive Energy, & Collaboration

10 Minute Chamber Update

- Resources

Crisis Leadership Skills

Last week we discussed...

Marketing Best Practices – Jenn Triplett from TreeBranch Group

- Open - we are open... letting clients and public know
- Social Media - engage in conversation and show support
- Be real
- Accessibility - best way to reach you, transition into online virtual office, Zoom, Skype, website scheduling, payments
- Hours - update Google My Business, Facebook, website
- Product/Services offered - think outside the box, take this as an opportunity to grow, marketing, coaching, talking to other business owners, join support groups

- Belief – we will pull through this together, community give-back -support local - resources we have to help
- Communication - Review, Repeat, Reinforce the message
- Overall Goal - moving from information to understanding to support

This week we are discussing Building a 90 Day Plan.

Building A 90 Day Plan

- Act With Urgency and Prudence
- Business plans overview:
 - Summary - why, what, who, & how of your business (vision/mission)
 - Scanning the Environment
 - Competition
 - Unmet Needs - Opportunities
 - SWOT – strengths, weaknesses, opportunities, & threats
 - Products/Services
 - Marketing
 - Operations
 - Finances
 - People
 - Risk Management
- Current Pandemic Reality
 - 50% of small businesses closed
 - 87% of us sheltered at home
 - Most businesses have less than two months cash on hand
 - Most business owners believe they will reopen by end of 2020
 - Plenty of government support – confusion, unsure they want the money, and growing impatience with the process
- How do we move forward through uncertainty?
 - Panic leads to mistakes – reflect with trusted advisors on your next move
 - Make plans – break your big goal (back to where you were) into small steps
 - Act on Paycheck Protection Program (PPP) – worth the time and effort
 - Understanding client needs have changed – what is the impact to your business?
 - Short term – providing you current goods & services to support your cash flow
 - Long- term – understanding their new needs to keep your business growing and sustainable

- Millions of isolated households whose routines have been upended – they seek entertainment, comfort, and hope
- Clients as the crisis subsides, what is on their mind...
 - Finances – leading to price sensitivity
 - Health - fear of pandemic return
 - Work - returning to the work site or job has gone virtual
 - Kids – summer school/camp and return in the fall
 - Buying – increased demand for online/pick up/delivery
 - Eager to enjoy themselves after a long seclusion
- Realistic Financial Strategy
 - Cash flow
 - Delayed payments
 - Assistance
- Keep Your Best Employees
 - Think long term
 - Furloughs v. Firing

Takeaways

- Build your 90 Day Plan